MEDIA AFFAIRS WEEKLY REPORT
(Four Weeks 8/14-9/8)

HIGHLIGHTS FROM THE NEWS

- Marlboro Unlimited: The Wall Street Journal reported on Thursday, September 7 news of the new Philip Morris promotion, which includes a sweepstakes to win a trip through Marlboro Country on a custom built train and a new continuity program that offers consumers new Marlboro Unlimited gear The day of the WSJ story Philip Morris distributed a news release announcing details of the promotion by fax to media outlets nationwide via PR Newswire and BusinessWire. The announcement generated only one media call that day and a few the week after.

- FDA: Favorable articles and opinion pieces continued to run in print and broadcast media throughout the past couple of weeks since August 10. All sources of favorable comment are being housed in a database that will be used in a grassroots media plan.

- Philip Morris Accepts ABC's Apology: Capital Cities/ABC agreed on Monday, August 21 to settle the libel suit brought against it last year by Philip Morris Companies Inc. As part of the settlement, ABC acknowledged that it made a mistake in alleging that tobacco companies "spike" cigarettes with nicotine and issued an apology to its viewers, PM, and RJR during three separate broadcasts. Philip Morris issued a statement that evening in conjunction with ABC's statement. The statement was faxed to reporters who had called earlier that day inquiring about the possible settlement. The announcement generated a number of media calls that were handled by WRA. PM declined all broadcast interview requests but did provide comment to print media. PM companies ran full page ads titled "Apology Accepted" in over 650 newspapers and magazines the following week.

MEDIA CALLS
(8/14-9/8)

DATE	MEDIA	REQUEST	ACTION TAKEN
8/14	Tobacco Reporter Mr. Ron Margulis (Westfield, NJ) 908/232-3230	Copy of press releases re: FDA and Clinton's remarks.	Faxed releases.
	Canadian Grocers Magazine Ms. Julie Cooper 416/596-5050	Confirmation that PM is now labeling "Underage Sale Prohibited" on packs.	Referred to PMI.

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	BBC World Service Ms. Charu Shahane (London) 011-44-171-257-8067	Interview re: FDA regulations and the lawsuit.	Referred to PMI.
	CBS News Mr. Andy Rooney 212/975-2062	Information re: cigarette taxes and their effect on sales.	Provided information on taxes and impact on bootlegging.
	CNN Business News Mr. Peter Viles 212/714-7952	Interview and background information on tobacco advertising.	Referred to Corporate.
	Drug and Crime Prevention News Ms. Erica Fitzpatrick 703/528-1000	Information and clarification re: FDA lawsuit	Faxed AAA and AF/ITL press materials.
	Riverdale Press Ms. Marina Lakhman 718/543-6065	Information re: Marlboro Van and protests.	Provided information.
	Standard News Ms. Margaret Webb (Mountainview, MO) 417/934-2025	Information re: FDA lawsuit and press conference.	Provided information.
	Wall Street Journal Ms. Alix Friedman	Information on smoking restrictions in the U.S.	Provided information.
	KCWR Radio Mr. Ethan Goldman 310/450-5183 (Los Angeles)	Telephone interview re: FDA	Referred to WRA.
	The New York Times Mr. Glen Collins 212/556-1330	Information re: FDA lawsuit.	Referred to WRA.
	The Wall Street Journal Ms. Yumiko Ono 212/416-3243	Information on PM programs to prevent youth smoking.	Sent AF/ITL information.
	Convenience Store News Ms. Claire Pamplin 212/594-4453	Copies of FDA press releases.	Faxed releases.
8/15	**National Public Radio** Mr. David Baron 202/414-2796	Radio interview re: FDA lawsuit.	Referred to WRA.

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	Wellesley Townsman Mr. Borzou Daraghi 617/235-4000	Information re: potential Mass. Medicaid lawsuit.	Reporter got information from previous article.
	DM News Mr. Ken Liebeskind 212/741-2095	Information re: direct marketing and Marlboro Country Store.	Provided information.
	FOX News Ms. Susan Evans (Chicago) 312/565-5626	Information re: Chicago Jazz Festival sponsorship.	Referred to Corporate.
	Thompson Newspapers Mr. Eric Webb 202/628-2157	Information re: AAA and FDA.	Provided information. Recommended he call the FDA.
	Wall Street Journal Mr. Milo Geyelin 202/862-9209 (D.C.)	Information re: FDA and lawsuit.	Referred to WRA.
	The News Ms. Susan Chappell 800/897-1920 (Lake Worth, FL)	Photo of Marlboro Man on his horse.	Declined. Suggested she use and ad.
	Creative Loafing Newspaper Ms. Stephanie Ramage 404/614-1213. (Atlanta)	Information re: image of Marlboro Man on Marlboro Lights 25's.	Provided information.
	Burlington Free Press Ms. Sonya Iyengar 802/660-1844	Information re: Marlboro Gear Up For Summer promotion.	Provided information.
	CNN Ms. Philippa Cooper 212/714-3314	Parrish interview on Moneyline.	Referred to WRA. SP did interview.
	Orange County Register Mr. John Seiler 714/664-5025	Information re: FDA and internet advertising.	Provided information.
8/16	The Courier-Journal Mr. Ken Berzof 502/582-4672	Information re: the PM pension plan	Referred to Corporate.
	CNN Chris Huntington 212/714-3324	Roundtable interview for Inside Business re: FDA regs.	Declined. Referred to TI.

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	Westchester Business Journal Ms. Mary Prenon 914/347-5200	Comment re: FDA regulations.	Faxed press materials.
	The New York Times Mr. Jim Dao 518/436-0757 (Albany)	Information re: whether PM contributed to Pataki's inaugural committee.	Let him know that information is a matter of public record.
	Albany Times Union Mr. Tom Precious 518/454-5082	Comment re: state holdings in tobacco.	Referred to Corporate.
	Wall Street Journal Ms. Suein Hwang 212/416-3139	Comment re: that FDA regs will not have negative effect on PM.	EM provided interview.
8/17	WFIR Radio Mr. Bruce Reynolds 540-345-1511 (Roanoke, VA)	Radio interview re: AAA and new pack notice.	EM provided interview.
	WHDH-TV Ms. Jilda Unruh 617/725-0629 (Boston)	Comment re: 4yr. old receiving PM direct mail advertising.	Signature record not found. Did not return reporter's call.
	BBC-TV Mr. Andrew Thompson 011-44-1818956532 (London)	Information re: development of "smokeless cigarettes"	Declined comment.
	WLS Radio Mr. Jeff Rosenblum 312/372-6201 (Chicago)	Interview re: FDA regulations.	Declined interview at recommendation of MAN consultant.
	The New York Times Mr. Stuart Elliot 212/556-	Information re: impact of FDA regulations. Copies of old Marlboro ads.	Provided information. Did not provide copies of old ads.
	Channel 1 News Ms. Kamy Wicoss 213/960-4002	Interview for secondary school children re: FDA regulations.	Declined interview. Sent AAA and FDA press kits.
8/18	Fortune Ms. Bethany McClain 212/522-3473	Information re: Marlboro Friday.	Referred to Corporate.

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	Reuters News Mr. Jeff Benkoe 212/859-1735	Comment re: possible PM settlement with ABC.	Referred to WRA.
	Trenton Times Mr. Adam Miller 609/989-5712	Information re: possible NJ ordinance that would make it a crime for minors to smoke or chew tobacco in public.	Referred to TI.
	Orlando Sentinel Mr. Mike Zizzo 407/323-1887	Information re: PM sports sponsorships.	Provided interview.
	USA Today Mr. Doug Levy 410-997-9107	Comment re: possible PM settlement with ABC.	Referred to WRA.
	Lakeland Ledger Ms. Christine Girardin 941/646-0007	Information re: procedures concerning Marlboro Van.	Left messages.
	New York Daily News Mr. David Saltonsall 212/210-1535	Comment re: Mary Jo White's investigation into PM securities fraud charges	Declined comment.
	Boulder Daily Camera Ms. Emily Narvaes 303/473-1357	Information re: Boulder's smoking ordinances and their economic impact.	Referred to NSA and NYTRA.
8/21	**Knight Ridder Financial News** Mr. David Townsend 212/504-7723	Comment re: possible PM settlement with ABC.	Referred to WRA.
	AP-Richmond Ms. Martha Slud 804/643-6646	Comment re: possible PM settlement with ABC.	Referred to WRA.
	WOWK TV Mr. David Hungate 304/525-1313	Comment re: Marlboro Miles order that never reached consumer.	Provided dates of shipment. Consumer Affairs will call consumer.
	CNN Mr. Gary Seidman 212/714-3337	Comment re: possible PM settlement with ABC.	Referred to WRA.
	Bill Bailey Radio Show Mr. Jeff Grant 603/472-7134 (New Hampshire)	Radio interview re: FDA proposed regulations and tobacco studies.	Referred to NSA.

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	Exito/Chicago Tribune Ms. Marhceri Vazquez 312/654-3013	Information re: FDA regulations and how they relate to Latin Americans.	Referred to TI.
	WVGO Radio Mr. Dave Weaver 804/330-3106	Radio interview re: FDA regulations and sports sponsorships.	Could not schedule interview with station.
8/22	CBS News Mr. Hardy Spire 212/975-6121	On-camera interview re: ABC settlement.	Declined interview.
	Newsday Ms. Rita Ciolli 516/843-2783	Copy of ABC settlement statements.	Faxed statements.
	Washington Times Ms. Betsy Pisik 202/636-3259	Information re: the legality of selling loosies.	Provided information.
	Los Angeles Times Mr. George Dohrmann 213/237-7145	Information re: PM sports sponsorships.	Provided information.
	Reuters Ms. Gail Appleson 212/393-9461	Information re: PM settlement with ABC.	Referred to WRA.
	Times News Mr. Mike Pollard 910/227-0131 (Burlington, NC)	Information re: PM sports sponsorships and sports marketing.	Referred to ACESS and other sports marketing experts.
8/23	Wall Street Journal Ms. Yumiko Ono 212/416-3243	Information re: PM educational programs aimed at children.	Provided AAA message points.
	News & Observer Mr. Stewart Ugelow 919/829-4745 (North Carolina)	Information re: PM plans to advertise on the internet.	Informed reporter that PM has no plans to advertise on the internet.
	Bourbon Times Mr. Bob Herren 606/987-6397 (Bourbon, KY)	Copy of ABC statement.	Faxed statement.
	WPIX Ms. Yvonne Lopez 212/210-2878	TV interview with Cherner and teenagers re: FDA and NYC smoking ban.	Declined interview.

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	KFBK Radio Mr. Tim O'Sullivan 916/924-3901	Live radio interview re: FDA advertising bans.	Declined interview.
	The New York Times Mr. Phil Gester 212/556-1964	Photographs of old Marlboro ads pre 1954 for Stuart Elliott story.	Did not provide ads.
8/24	**Philadelphia Inquirer** Mr. Tim Johnson 610/832-8316	Information re: ABC lawsuit.	Referred to WRA.
	Bloomberg Ms. Michelle Cortez 202/434-1841	Comment re: Waxman's request for PM confidential documents.	Referred to WRA.
	Richmond Times Dispatch Mr. Chip Jones 804/649-6726	Interview re: impact of FDA ad restrictions.	Provided interview.
	WVEC TV Mr. Dan Caulet 804/628-6200 (Norfolk, VA)	TV roundtable interview with teenagers re: youth smoking and FDA regulations.	Declined interview.
8/25	**Dow Jones** Ms. Susanna Patton 212/416-3273	Information re: Vini Vidi Vici portion of PM crest.	Provided information.
	Orlando Sentinel Mr. Gene Yasuda 407/420-5407	Information re: impact of regulations concerning sports sponsorships.	Provided information.
	Cape Cod Times Ms. Paula Maher 508/775-1200	Information re: Marlboro Van protests.	Provided message points.
8/28	**American Journalism Review** Ms. Susan Rivah 301/431-4771 (Maryland)	Camera-ready PM logo	Sent logo.
	University of Wisconsin Newspaper Mr. Dave Horwich 608/257-4712	Information re: FDA regs.	Declined comment.

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	Sales & Marketing Management Magazine Ms. Allison Lucas 212/592-6324	Information re: FDA regulations and PM marketing plans.	Provided key message points. Did not speculate how PM would operate under regs.
	CNN Ms. Bonnie Gannon 415/434-1661 (San Francisco)	Comment re: cut in Glantz' funding.	EW provided referrals.
	WVEC TV Mr. Dan Cawley 804/628-6200 (Norfolk)	TV interview with teenagers re: FDA regs and teenage smoking.	Declined interview.
8/29	The Boston Globe Mr. Frank Phillips 617/367-4030	Comment re: Mass. bill to require labeling of additives and levels of nicotine on packs.	Referred to TI.
	The Daily Southdown Paper Ms. Annie Sweeney 312/229-2796	TV interview with teenagers re: FDA regs. and youth smoking.	Declined interview.
	Investor's Business Daily Ms. Marilyn Much 212/626-7692	Information re: PM database	Declined comment on database. Provided information on PM Magazine.
	AdWeek Ms. Cathy Taylor. 212/536-6579	Comment re: PM's plans to advertise on the internet.	Discussed with reporter that PM has no plans to advertise on the internet.
	AdWeek Ms. Alicia Mundy 202/637-8877 (DC)	Information re: FDA lawsuit.	Faxed material.
8/30	Money Magazine Ms. Holly Ketron 212/522-2684	Information re: market share numbers for Marlboro.	Provided information.
	The Burbank Leader Ms. Teresa Moreau 818/843-8700 (Burbank, Ca)	Comment re: fine given to a consumer who gave a cigarette to a minor.	Declined comment.
	Legal Times Mr. Sam Skolnik 202/457-0686 (D.C.)	Comment re: TI lobbyist, Scott Wilson.	Declined.

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8/31	World Tobacco Magazine Mr. Chris Bickers 919/571-0807 (Surry, England)	Copy of recall statement.	Faxed statement.
	Richmond Times Dispatch Mr. Peter Hardin 202/662-7669	Interview re: PM campaign to send letters to the FDA in protest.	Provided interview.
	Associated Press Mr. Adam Yeoman 904/224-1211 (Florida)	Comment re: Gov. Chiles press conference.	Declined comment.
	Advertising Age Mr. Ira Teinowitz 312/649-5435	Biographical information re: Morgan, Szymanczyk and Campbell.	Sent bios and photos of Morgan and Szymanczyk.
	The Daily Southtown Paper Ms. Annie Sweeney 312/229-2796 (Chicago)	Interview with teenagers and American Lung Association to discuss FDA regs. and teen smoking.	Declined interview.
	MacNeil Lehrer Ms. Kate Olsen 303/455-8222 (Denver)	Taped TV interview with EM re: PM AAA initiative and teenage smoking.	Pending.
	Chicago Sun Times Mr. Howard Wolinsky 312/321-2564	Copy of AAA press kit.	Sent him AAA press kit.
9/5	Brand Week Ms. Pam Weisz 212/536-6544	Background information re: Merit Pro Am Bowling.	Pending.
	Yomiuri Shimbun Ms. Lisa Schwartz 212/582-5827 (Japan)	Interview with. G. Bible re: recent tobacco industry issues.	Referred to PMI.
9/6	**Dow Jones News Service** Ms. Meera Somasundaram 212/416-2386	Information re: marketing success of using the color red on Marlboro packaging.	Declined

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